

ORDER

Flight Dates 07/24/12-07/30/12

Order Sep

00:10:00

07/16/12

Product

Estimate #

TV: 07240730 :30's

Contract / Revision

Original Date / Revision

304757

07/16/12

Wil Cardon for Senate 2012

15%

Alt Order #

Billing Type

Agency Com

Cash

Billing Contact

PO Box 288

Order Type

GENERAL EOM/EOC

Advertiser Cardon / Republican / Senat

Billing Cycle

Billing Calendar BROADCAST

Alexandria, VA 22313

Demographic A25-54

Rev Codes

POL

POL

CAND

Media Placement Technolog Agency

Buying Contact

Sales Office EWSDC

Sales Region NAT

Product Codes PL **Priority**

P-6

500 N Washington Street - Suite #3 Alexandria, VA 22314

Agency Ref

Advertiser Ref

Order Share %

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date Dave Lombardo 100% Tanya Winscott %

01401 011410 70	market value	
Competing Station	% of Order	Amount
CABLE	%	_
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Market Value

Order Totals

Billing Plan

Month	# of Spots	Net Amount Gross Amount		Rating Start Date	End Date	# Spots	Net Amount Gross Amount		
July 2012	74	\$28,279.50	\$33,270.00	0.00 06/25/12	07/29/12	74	\$28,279.50	\$33,270.0C	
August 2012	16	\$6,846.75	\$8,055.00	0.00 07/30/12	07/30/12	16	\$6,846.75	\$8,055.00	
Totals	90	\$35,126.25	\$41,325.00	0.00					

									Tota	is
Ln Ch Start End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KNXV 07/24/12 07/30/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	22222	:30	10	\$100.00 P-3	0.00 NM	10	\$1,000.00
Start Date End Date Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12	<u>Weekdays</u> -2222 2 	Spots/Week 8 2	<u>Rate</u> \$100.00 \$100.00	<u>Rating</u> 0.00 0.00				· · .		
N 2 KNXV 07/24/12 07/30/12	M-F 6-7am M-F 6-7am	СМ	6am-7am	22222	:30	10	\$225.00 P-3	0.00 NM	10	\$2,250.00
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Į.		



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Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

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Ln Ch	Start	Cod	Inventor Ca	da Desale		Time Dave	1 C		Dete Det	Die Tour	Tota	
		End	Inventory Co	. "		Time Days	Len S		Rate Pri			Amount
N 2 KNXV	07/24/	12 07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222	:30	10	\$225.00 P-3	0.00 NM	10	\$2,250.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 07/ Week: 07/		07/29/12 08/05/12	-2222 2	8 2		0.00 0.00						;
N 3 KNXV				CM	7am-9am	22222	:30	10	\$225.00 P-3	0.00 NM	10	\$2,250.00
			M-F 7-9am	• • •				10	φ223.00 F-3	O.OO INIW	10 	\$2,230.00
	rt Date	End Date	<u>Weekdays</u> -2222	Spots/Week		Rating						
Week: 07/ Week: 07/		07/29/12 08/05/12	2	8 2		0.00 0.00						
N 4 KNXV					6am-7am	S-	:30.	1	\$75.00 P-6	0.00 NM	1	\$75.00
	0.,20,	01.1_0, 1_	Sa 6-7am Goo		oun fun	J	.00.	•	φιο.σσι σ	0.00 14141	•	Ψ10.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/3		07/29/12	S-	1	\$75.00	0.00				ı	!	
N 5 KNXV	07/29/1	2 07/29/12	Su 6-7am GMA	СМ	6am-7am	s	:30	1	\$75.00 P-6	0.00 NM	1	\$75.00
			Su 6-7am Goo	Morning /								-
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/		07/29/12	s	1	\$75.00	0.00						
N 6 KNXV	07/24/1	2 07/30/12	M-F 9am-10am Sonoran Living	СМ	9am-10am	11111	:30	5	\$100.00 P-3	0.00 NM	5	\$500.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ľ		
Week: 07/2		07/29/12	-1111	. 4	\$100.00	0.00						
Week: 07/3		08/05/12	·1	en en en en en en		0.00						
N 7 KNXV	07/24/1	2 07/30/12	M-F 11am-12pr	1	11am-12pm	11111	:30	5	\$80.00 P-6	⊸0.00 NM	5	\$400.00
			ABC15 News a									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/2 Week: 07/3		07/29/12 08/05/12	-1111 1	4	\$80.00 \$80.00	0.00 0.00						
N 8 KNXV			M-F 430pm-5pi	n CM	430pm-5pm		:30	5	\$225.00 P-6	0.00 NM	5	\$1,125.00
			M-F 430pm-5p	m				J	ψ <u>22</u> 0.001 -0	0.00 (11)	J	ψ1,125.00
	t Date	End Date	<u>Weekdays</u> -1111	Spots/Week	Rate	Rating				1		
Week: 07/2 Week: 07/3		07/29/12 08/05/12	1	4	\$225.00 \$225.00	0.00	-					
N 9 KNXV			M-F 4pm-430pi	n CM	4pm-430pm		:30	5	\$200.00 P-6	0.00 NM	5	\$1,000.00
			4PM News				.00	3	\$200.001 -0	0.00 14141	J	Ψ1,000.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						•
Week: 07/2 Week: 07/3		07/29/12 08/05/12	-1111 1	4	\$200.00 \$200.00	0.00 0.00						
N 10 KNXV			M-F 5pm-530pr		5pm-530pm		:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
			M-F 5pm-530pi	n .			.50	J	φ 4 50,00 Γ-3	U.UU 14141	3	φ2,230.00
	<u>t Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/2 Week: 07/3		07/29/12 08/05/12	-1111 1	4	\$450.00 \$450.00	0.00 0.00						
N 11 KNXV			M-F 6pm-630pm	-	6pm-630pm	_	:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
			M-F 6pm-630pn		•		.30	3	₩430.00 F*3	U.UU INIVI	3	\$2,250.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				ľ		
Week: 07/2		07/29/12	-1111 1	4	\$450.00 \$450.00	0.00 0.00				Į		
Week: 07/3		08/05/12		CM	\$450.00	S-	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
N 12 KNXV			Sa 6pm News SA 6pm-630p		6pm-630p _		.50	ı	ψ200.00 F*3	J.OU INIVI	1	Ψ200.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Ī		
Week: 07/2	3/12	07/29/12	S-	1	\$250.00	0.00						
				1								٠,



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Order Sep 00:10:00

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- Caraon, Kopt	ibilican i cent	<u>- 1000,01</u>	· ourdon ro	ochate 20 f	<u> Louistate</u>	10.014	107 00 .00		
Ln Ch Start End	Inventory Co	ie Break	Start/End T	ime Days	Len Spots	s Rate Pri	Rtg Type	Tota Spots	<u>ais</u> Amount
N 13 KNXV 07/29/12 07/29/12	Su 5pm News	CM	5pm-530pm	S		1 \$250.00 P-3	0.00 NM	_	\$250.00
Start Date End Date	SU 5pm-530pm Weekdays	n News Spots/Week	Rate	Rating					
Week: 07/23/12 07/29/12	s	1	\$250.00	0.00		· · · · · · · · · · · · · · · · · · ·			
N 14 KNXV 07/24/12 07/30/12	M-F 630pm-7p M-F 630pm-7p		630pm-7pm	11111	:30	5 \$750.00 P-3	0.00 NM	5	\$3,750.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> -1111	Spots/Week		Rating			l		
Week: 07/30/12 08/05/12 Week: 07/30/12 08/05/12	1	4 1	\$750.00 \$750.00	0.00 0.00		<u> </u>			
N15 KNXV 07/28/12 07/28/12	SA 630pm-7pm SA 630pm-7pm		630pm-7pm	S-	:30	1 \$450.00 P-3	0.00 NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					
N 16 KNXV 07/30/12 07/30/12	Monday Prime Castle	С СМ	9pm-10pm	M	:30	1 \$3,500.00 P-2	0.00 NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$3,500.00	Rating 0.00					
N 17 KNXV 07/25/12 07/25/12	Wednesday Pri Final Witness	me C CM	9pm-10pm	W	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date	Weekdays W	Spots/Week	Rate	Rating					-
Week: 07/23/12 07/29/12 N18 KNXV 07/27/12 07/27/12	Friday Prime A	1 CM	\$2,000.00 7pm-8pm	0.00	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date End Date	Shark Tank Weekdays	Spots/Week	Data	Dating			ſ		
Week: 07/23/12 07/29/12	<u>vveekuays</u> F	Spots/week 1	Rate \$2,000.00	Rating 0.00					
N 19 KNXV 07/27/12 07/27/12	Friday Prime B Primetime	СМ	8pm-9pm	F	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	Weekdays	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00			j		
N 20 KNXV 07/27/12 07/27/12	Friday Prime C 20/20	СМ	9pm-10pm	F	:30 1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 <u>07/29/12</u>	<u>Weekdays</u> F	Spots/Week 1	Rate \$3,000.00	Rating 0.00					
N21 KNXV 07/28/12 07/28/12	ABC Saturday F Saturday Prime		7pm-10pm	 -\$-	:30 1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00					
N22 KNXV 07/29/12 07/29/12			6pm-7pm	S	:30 1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating					
Week: 07/23/12 07/29/12 N23 KNXV 07/24/12 07/30/12	M-F 10-1035pm	CM	\$2,000.00 10pm-1035pn	0.00 n 11111	:30 5	\$850.00 P-3	0.00 NM	5	\$4,250.00
	10pm News								
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> -1111	Spots/Week 4	Rate \$850.00	Rating 0.00					
Week: 07/30/12 08/05/12 N24 KNXV 07/28/12 07/28/12	1 SA 10-1035pm	CM	\$850.00 10pm-1035pn	0.00 n \$-	:30 1	\$450.00 P-3	0.00 NM	1	\$450.00
	10pm News								ü ,
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					,
N 25 KNXV 07/29/12 07/29/12		СМ	10рm-1035рп	1S	:30 1	\$850.00 P-3	0.00 NM	1	\$850.00

90 \$41,325.00



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Week: 07/23/12

*Tax 1 Note: Tax 0.5%.

07/29/12

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Order Sep

00:10:00

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type Spots	otals Amount
	SU 10-1035pm 10pm News	- 				
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	Weekdays Spots/Week	Rate Rating \$850.00 0.00			}	
N 26 KNXV 07/24/12 07/30/12	M-F 1035pm-1102pm CM Nightline	1035pm-1102pm 11111	:30 5	\$350.00 P-3	0.00 NM	5 \$1,750.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12	Weekdays Spots/Week -1111 4 1 1	Rate Rating \$350.00 0.00 \$350.00 0.00				n n
N 27 KNXV 07/29/12 07/29/12 Start Date End Date	Su 4pm/430pm News CM Su 4pm/430pm News Weekdays Spots/Week	4-430pm/430pm-5 ₁ S (4:00 PM-4:30 PM) Rate Rating	:30 1	\$150.00 P-3	0.00 NM	1 \$150.00

\$150.00

0.00